



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
Attorney Docket No. 05222.00126

In re Application of Wan, et al. )  
Application No. 09/812,181 ) Group Art Unit: 2876  
Filed: March 19, 2001 ) Examiner: Kim, A.  
For: REAL WORLD SHOWROOM )

**AMENDMENT AFTER FINAL**

Mail Stop: AF  
Commissioner of Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

This Amendment is responsive to the Final Office Action mailed April 23, 2003. The Examiner set a three-month period for response, thus making this Amendment due on or before July 23, 2003. Thus, the Applicants request a two-month extension of time to file this response. The Commissioner is authorized to charge such a fee to Deposit Account No. 19-0733.

The claim amendments begin on page 2.

The Remarks section appears on page 4.

Please amend the patent application as follows:

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10/27/03 ALK

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## IN THE CLAIMS

### Claims 1-6 (Canceled)

7. **(Previously presented)** A method of identifying and rewarding consumers who display products to other consumers, the method comprising the steps of:

storing, in a database, an RFID code of a tag embedded in a product and the identification of a first consumer who purchased the product and who utilized the product for an intended purpose of the product;

receiving, from a second consumer, a request for product specification information, wherein the request includes the RFID code;

searching the database with the RFID code to identify the first consumer; and  
providing a reward to the first consumer.

8. **(Original)** The method of claim 7, wherein the reward comprises a commission for sales made to the second consumer.

9. **(Original)** The method of claim 7, wherein the reward comprises a discount on future purchases.

10. **(Original)** The method of claim 7, further including the step of:  
transmitting product specification information to the second consumer.

11. **(Previously presented)** A computer-readable medium having computer-executable instructions for performing the steps of:

storing, in a database, an RFID code of a tag embedded in a product and the identification of a first consumer who purchased the product and who utilized the product for an intended purpose of the product;

searching the database with the RFID code received from a second consumer to identify the first consumer; and

providing a reward to the first consumer.

### Claims 12-13 (Canceled)

14. **(Previously presented)** A method of advertising and selling products, the method comprising the steps of:

embedding a radio frequency identification tag in a product;

selling the product to a first consumer;

reading the radio frequency identification tag embedded in the product while the product is being utilized by the first consumer for an intended purpose of the product;

ordering the product for a second consumer in real time after reading the radio frequency identification tag; and

rewarding the first consumer.

**REMARKS**

Claims 1-6, 12 and 13 were rejected by the Office Action under 35 U.S.C. 103(a) as being unpatentable over U.S. Patent No. 6,313,745 (Suzuki) in view of U.S. Patent No. 5,756,986 (Gustafson). The Applicants are canceling claims 1-6, 12, and 13 without prejudice. Claims 7-11 and 14 are allowed.

Amendment After Final dated 9/23/03  
Final Office Action dated 04/23/03

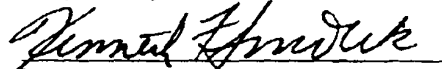
Application No. 09-812,181

**CONCLUSION**

All objections and rejections having been addressed. Hence, it is respectfully submitted that the present application is in condition for allowance, and a notice to that effect is earnestly solicited.

Date: September 23, 2003

Respectfully submitted,



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